

# Fashion's Demands a Problem for Majority

By ANNE RITTENHOUSE.

A SMALL income, a social life and a desire to stand on equal terms sartorially with one's set is a group of conditions which forms a serious problem. It is not one for the minority. It belongs to the majority.

There is a wide gulf fixed between society and social life. This is one of the fundamental facts a woman should realize. There are women who are not in society, yet who take part in it. They are in the social life, but not in the society. To these the problem of what to buy is not so pressing as for the women who are constantly indulging in society.

In America society does not indicate the lavish spending of money necessarily, and yet so far does this country go in wealth and prosperity and so widely is it distributed that the conditions of social life are made more difficult each decade. It is the outgrowth of stupendous industry. It is the price we pay for prosperity. Midas himself would have envied some of our men whose names are not even bywords of wealth.

Nothing seems too extravagant, too capricious, too changeable for us in mass to adopt. As a nation we flag

into wondering why these same clothes never looked so well on her. It is the triumph of art over money. Rich women have often sighed that friendship and not judgment persuaded them in the disposal of their clothes. What an affluent woman would like to find one who could wear her clothes with brilliant effect, one who does not have to struggle in an attempt to make them pleasing, and who exhibits them to advantage.

There exists a woman rich and powerful who cuts the Gordian knot in a unique way. She buys hundreds of garments in a year, expensively stocks her wardrobe for each quarterly season. Before they have been allowed to hang in the closet for months, before their linings are soiled and their garnishing deteriorated, her maid assembles them in the boudoir, each costume placed to good advantage. She sends diplomatic notes to her friends, asking them to come and take their choice. Tea is served, but the hostess is absent. She does not wish to embarrass her guests. They take what they want arranging the distribution among themselves. Isn't this an admirable and practical way to be generous? It is a method to be highly recommended to those who have closets stocked with clothes that serve no one because their day is over, their possibilities extinguished.

mand presses. Such clothes are rarely satisfying. They do not survive under constant inspection. All women are sufficiently human to be dissatisfied at times with the choice they made early in the season, but this dissatisfaction is not as bitter as that of the woman who finds she has thrown away money on a frock which is not attractive and does not serve her many occasions.

The French women who are well dressed are more parsimonious than the American. In the outlay of time and money they are more on a par with the American type under discussion than

this plan for saving their best gowns, arrange for a half dozen house robes for each season. They differ in color and splendor, in harmony and in formality. They are slipped on whenever one has uninterrupted evenings at home or entertains under the roof in an informal manner. These leave the bulk of the dress allowance for the clothes which pass muster in the public eye. They also give a woman a chance to wear the gorgeous colorings and exaggerated trimmings that she likes but which she does not dare in the open. She has an advantage over the wage-



On the left a lovely evening cloak of plain velvet and brocade, with a wide mole collar.

The second figure shows an evening frock of tulle, with pleated frills beaded with large beads.

The third figure, a jade green tunic in marquisette embroidered in silver and copper threads.

At the right, a dark crepe de chine tunic with heavy embroidery in gold thread.

with one who is in their class financially. As our housewives take the task of autumn and spring housecleaning and to work at it until it is finished. This is the French method. The other way is to buy haphazard, to get a gown as the occasion demands, to spend a little money now and a little money then, never quite sure of just how much one can spend. This is the life-long difference between the opportunist and the organizer. There are disadvantages in both methods.

Tranquility of mind does not go with either one, but granting this, the balance of power goes to the organized method. The woman who goes into society, who has many invitations, who spends her life in a well defined environment, is not in doubt as to what she will need each season. Any break from the normal will necessitate meeting the problem of clothes in a different manner, but that can take care of itself. And these breaks rarely occur. Therefore if she organizes her buying, begins early and puts the amount of money into it which she can afford she avoids the frantic effort to achieve a costume in a few hours when the de-

mander in being able to give time and vitality to the alteration of old clothes into new ones worth while. This she must do to balance her wardrobe. Evening gowns are not especially difficult to rebuild, for new accessories can take the place of the old, and a change in the lift of the drapery alters the meaning of the frock. The gown, which has a negligible bodge, provided there is a good lining, needs taste and knowledge of what is worn, but not expert skill such as an afternoon frock or a tailored suit demands.

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away money as did the "Forty-niners." The same spirit is behind the act. High prices do not depress extravagance, and clothes are easily sold at prices which would have staggered Marie Antoinette and Catherine de Medici.

**Most Awful Changed Conditions.** Until this condition changes the woman with a small income and many social demands will have troublesome days. She does not wish to dig a hole, pull herself into it and refuse to emerge until financial conditions shift down to her level. Our lives must be lived in the environment which continues to surround us. If one quits struggling the boredom of life is more despairing than the problem of how to appear on a par with one's friends.

Any woman will confess to this. Nearly every woman on a limited dress allowance with an unlimited list of friends has tried the experiment of giving up social contact in order to economize. She has not been bettered by the change.

The woman who takes her part in the best way possible without going into debt is happier than the hermit and recluse. This argument does not apply to those who never have taken part in social life, to whom society is an unknown territory, whose lives are completely absorbed in other duties. The struggle for clothes is with these women, as with all of us, at all times, but it does not cause as much anxiety, nor require as much skill and judgment in execution, as the struggle for the right kind of clothes by a woman who is in constant contact with friends who dress better than she does. One way of saving money is to wear their clothes.

**Wearing Other Women's Clothes.** There is a large segment of women who appear in society in the clothing of their friends. It is a custom among rich women, prompted by generosity, to give to their poorer intimates a vast number of gowns and hats they are unable to wear. The acceptance of such generosity has its drawbacks. It compels the beneficiary to appear in apparel that is not built for her type, and she must possess skill and ingenuity to change them into something that fits her personality and circumstances.

It is not easy to be well dressed in other people's clothes. The crumbs which fall from the rich man's table may give indigestion. There are women who have never known the pleasure of a gown ordered for the season and built according to their plans. Their task for decades has been to remodel gowns of last season according to the dictates of the prevailing fashion. The climb to success is over barbed wire. It often ends in despair. Yet it saves money. That is the only thing it does save.

A woman with a stout figure and short waist must struggle with the cast of garments of a friend who has a long waist and a thin body. She must adapt an evening gown intended for an opera box and brilliant jewels to the needs of a small theatre party with a supper after. She must turn a tailored suit into a one piece frock. She must bear the weight of a voluminous top coat when she is too short to stand its bulk. Her path is not a pleasant one. Yet, rugged as it is, it gives her a chance to appear correctly dressed at social occasions which would be barred if she was compelled to achieve a new gown.

There are women who do not balk at the task of alteration. Neither do they mind the modesty of the outstanding fact that they cannot be well dressed. Here and there a certain type in clothes that have been given to her, and she often turns the trick, cleverly, by startling her benefactor

No one has been able, definitely, to decide between two methods of buying clothes.

One method is to buy early in the season, to take the task with seriousness and to work at it until it is finished. This is the French method.

The other way is to buy haphazard, to get a gown as the occasion demands, to spend a little money now and a little money then, never quite sure of just how much one can spend. This is the life-long difference between the opportunist and the organizer. There are disadvantages in both methods.

Tranquility of mind does not go with either one, but granting this, the balance of power goes to the organized method. The woman who goes into society, who has many invitations, who spends her life in a well defined environment, is not in doubt as to what she will need each season. Any break from the normal will necessitate meeting the problem of clothes in a different manner, but that can take care of itself. And these breaks rarely occur. Therefore if she organizes her buying, begins early and puts the amount of money into it which she can afford she avoids the frantic effort to achieve a costume in a few hours when the de-

There are women who, following out

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Women's and misses' afternoon and street Dresses from leading makers. Smart styles in Crepe de Chine and Meteor, Satin Charmeuse and Chiffon Taffeta, in black, brown, taupe, Copenhagen, navy, flesh, pink and white. Sizes 34 to 42 for women; 14, 16 and 18 years for misses. Fifth Floor.

**Clearance of Women's Tailored Suits**  
Reduced to \$45 and \$79.50  
High Class Models—Regularly \$75, \$95, \$125 to \$150  
Suits of Street and Sport types, mainly but one of a kind; in Men's Wear Serge, Wool Tricotina, Tuxedo and novelty Fabrics, with plenty of navy blue and black in the assortment.

**Girls' \$4.95 and \$6.95 Tub Dresses \$2.95**  
Twenty styles in cunning little Wash Frocks, daintily made of novelty voiles, crisp organdies, plaid and check gingham in pretty colors. Sizes 6, 8, 10, 12 and 14 years.

### Many Thousand Pairs of New Lace, Marquisette and Panel Curtains One-Fifth to One-Third Under Value

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\$2 and \$2.25 Scrim Curtains, \$1.59  
\$2.50 and \$2.75 Scrim Curtains, \$1.85  
\$3.50 Marquisette Curtains, \$2.65

Fifteen hundred pairs of pretty Curtains in white and ecru.  
\$2.50 to \$10 Nottingham Lace Curtains, \$1.49 to \$9.95  
Two thousand pairs, mostly filet net and Brussels styles: \$1.49 pair for today's \$2.50 and \$2.75 values.  
\$1.95 pair for today's \$3 and \$3.50 values.  
\$2.45 pair for today's \$3.75 and \$4 values.  
\$4.95 pair for today's \$7 and \$8 values.  
\$5.95 pair for today's \$9 and \$10 values.

\$6 and \$8 Marie Antoinette Lace Curtains, \$4.98  
\$9 and \$10 Marie Antoinette Lace Curtains, \$6.95  
\$12.50 and \$14 Marie Antoinette Lace Curtains at \$9.75

Thirty beautiful French styles in white and ecru.  
Voile and Marquisette Curtains  
Fifteen hundred pairs in a variety of thirty styles in white, cream and ecru, including hand drawn-work and French designs: \$3.98 for values to \$5.50.  
\$5.45 for values to \$8.  
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\$9.75 for values to \$13.50.

4,500 Yards of Handsome Cretonnes  
59c. Yard for Regular \$1 and \$1.15 Qualities  
All under wholesale price.

Third Floor.

### Chiffon Costume Taffeta \$2.95 Yard : Value \$4

A Very Special Value for the August Sale of Loeser Silks  
ALL SILK TAFFETA of excellent quality, and full yard width. A fine assortment of the wanted shades, including plenty of navy blue and black.

\$8.50 Drap Polo Sport Silks \$3.95  
Plaids and stripes in every conceivable variation of style. Lovely, lustrous silks in exquisite color combinations; all 40 inches in width. None C. O. D.

White and Colored Fan-Ta-Si Special \$4.95  
In effective designs—a sport silk much in vogue for skirts. The white Fan-Ta-Si is washable. The colored Fan-Ta-Si is in beautiful shades and combinations; all 40 inches in width.  
Baronette Satins, Special, \$4.95  
The \$6.95 quality, in white, pastel shades and high colors, highly lustrous; width 40 inches.  
Printed Foulard Silks, \$1.89, \$2.48 to \$3.48 a Yard  
Finest patterns and qualities, all 1920 novelties in an assortment that is equal to all demands; widths 36 to 40 inches.

Other Loeser Silk Specials  
\$3.50 Printed Radium Silk, \$2.50 Forty-inch width.  
\$4 Printed Georgette Crepes, \$2 Forty-inch width.  
\$3.50 Plain Colored Georgette, \$2.50 Forty-inch width.  
\$4.98 Black Satin Charmeuse, \$3.50 Forty-inch width.  
\$2.50 and \$3.50 Crepe de Chine, \$1.98 and \$2.48 a Yard  
Forty-inch width. A choice assortment of street and evening shades; excellent qualities.  
\$2.50 Georgette Crepes, \$1.48  
All the fashionable plain colors; width 40 inches; excellent quality.

Main Floor.

### Tremendous Sale—Three Thousand Dainty Summer Dresses

In Three Specially Priced Groups

\$3.90 \$5.90 \$7.90

Values \$6.50, \$8.50, \$10.50 to \$15

PURCHASED AT LESS than half the prices which they commanded earlier in the season; these are extraordinary bargains at these amazingly low prices.

Dresses for town or country wear, for vacation wardrobes requiring smart but inexpensive additions. Many, many models that conform to Fashion's latest edicts—new silhouettes with draped or ruffled tunic, or straight line skirts and the most charming bodices; dainty finishing details, becoming collars and cuffs, short sleeves, sashes and girdles—all combine to give them definite style interest. And the fabrics are:

Novelty Voiles, Organdies, Dotted Swisses  
Plaid and Check Gingham

Misses' and small women's Dresses in pretty styles, also featured in this sale at \$3.90, \$5.90 and \$7.90.

### Exceptional Values in Wool Jersey Suits, \$17.95

Two New Tailored Models

For sports wear, street and traveling—these are the really practical, the really wanted tailor-mades. New shades of Navy and French Blue, Copenhagen, Beaver, Rookie and Taupe. Suits of genuine utility for coat and skirt may be worn separately for sports. In women's and misses' sizes.

**Clearance Sale of Misses' Suits**  
Reduced to \$25, \$35 and \$45  
Street and Sport Styles  
\$40, \$50 to \$75 Values

An unusual opportunity for the purchase of a strikingly smart suit. Models in Men's Wear Serge, Tricotina, Mixtures and Fancy Suitings. Mainly but one of a style. Sizes incomplete but good choosing.

Second Floor.

### Remnants of Summer Dress Cottons, 29c. to 69c. Yard

Formerly 39c. to \$2.50

Lengths 2 to 7 Yards. Plain and Fancies  
FINAL CLEARANCES are taking place throughout the Store, bringing greater reductions than ever. This clearance of summer cottons is an instance.

There are hundreds of useful lengths, 2 to 7 yards long, of plain and printed Voiles, Organdies, Dimities, Batistes, Percales, Madrases, Gingham, Poplins, Ratines, Crepes and other weaves, all priced for quick clearance at 29c. to 69c. a yard.

Second Floor. None Sent C. O. D.

### Women's Tan Calfskin Pumps \$6.60 Reduced from \$8.25

THE PRICE-TIDE EBBS in women's Pumps just because the season is getting late. It is a sensible low walking heel model with light welted soles. A Pump for comfort and style and one that can be worn in the early fall with spats. All sizes.

Main Floor, Elm Place.

### A Splendid Economical Sale of Hosiery and Underwear

SUMMER CLEARANCES and advance sales of autumn Underwear and Hosiery give double interest to this Loeser news. It is a time for unusual economy and when every want may be filled.

**Women's Hosiery**  
29c., value 39c. White and colored cotton Stockings.  
39c., value 50c. White, black and colored cotton Stockings.  
59c., value 75c. Black, white and colored cotton and lisle Stockings.  
75c., value \$1. Silk fiber Stockings in white and colors; also silk lisle in black, white and colors.  
79c., value \$1.50. Black and colored silk fiber three-quarter length Socks for women.  
\$1, value \$1.79. Black and colored drop stitch thread silk Stockings with mercerized tops and soles.  
\$2, value \$3. Black, white and cordovan full fashioned thread silk with mercerized tops and soles.  
\$3.10, value \$4. Black, white and cordovan thread silk Stockings with double silk tops and soles.

**Children's Hosiery**  
29c., value 39c. Black and white fine ribbed cotton.  
39c., value 50c. Black, white and cordovan fine ribbed cotton.  
At \$3 for \$1. Roll top Socks in fancy color combinations.

**Men's Hosiery**  
39c., value 50c. Fine lisle Socks in black, white and colors.  
50c., value 65c. Fine gauge silk lisle Socks with double heels, toes and soles; black, white and colors.  
\$1.79, value \$3 and \$3.50. Fine quality golf Hose with fancy roll tops.

**Women's Combination Suits**  
At 59c. Cotton Suits, wide and tight at knee.  
At 89c. Suits of good quality cotton in regular and extra sizes.  
At \$1.19. Suits of lisle and cotton in white and pink; regular and extra sizes.

**Women's Separate Garments**  
At 39c. Ribbed cotton Vests in regular and extra sizes.  
At 49c. Fine ribbed Vests, white and pink; also pink cotton Bloomers.  
At 59c. Swiss ribbed Vests with hand crocheted yokes.

**Men's Shirts and Drawers**  
At 79c. Fine quality balbriggan Shirts and Drawers; also fine check nainsook, athletic style.  
At \$1. "Otis" fine balbriggan Shirts and Drawers.  
At \$1.60. "Otis" fine white lisle thread Shirts and Drawers.  
At \$1.29. Medium weight natural gray worsted Shirts and Drawers.  
At \$1.59. Fine gauge medium weight worsted Shirts and Drawers.  
At \$1.79. "Root's Tivoli" natural gray merino Shirts and Drawers.  
At \$1.98. Natural gray merino Shirts and Drawers.  
Women's Underwear, Second Floor.  
All Other Merchandise on Main Floor.